

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants Naressi et al.

Examiner: Gregory Lane

Serial No.: 10/598,387

Art Unit: 2438

Filing Date: September 23, 2008

Docket No.: 33836.00.0100

Confirmation No.: 3439

Title: **RFID ENABLED MEDIA SYSTEM AND METHOD THAT PROVIDES  
DYNAMIC DOWNLOADABLE MEDIA CONTENT**

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Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION**

Dear Madam:

In response to the non-final Office Action mailed December 21, 2009, Applicants submit a petition for a one (1) month extension of time, make the following amendments and respond as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 14 of this paper.